



IHEEP CONFERENCE GUEST AGENDA



66th International HEEP Conference
Myrtle Beach, South Carolina - October 5-9, 2025

SUNDAY, OCT 5, 2025

9:00 am

Sunday Morning Options:

Enjoy a slow Sunday by the Sea – shuttles available starting at 9:00 am for you to explore the shore your way.

Conference Add-Ons:

6:00 am – 12:30 pm - Deep Sea Fishing - \$87/person

7:30 am – 12:30 pm – Golf - \$100/person

12:00 pm

Lunch on your own

3:00 pm–5:00 pm

Shag & Sunset Social

Location: Meeting Room 102 & 103 of the Sheraton Hotel

Kick off the Conference at a meet and greet reception supplied with light refreshments, shag dance lessons from local professionals, and a brief program overview. In a fun and casual environment, you will have the opportunity to get to know the other attendees in the guest program with whom you will be spending a big portion of your week.

6:00 pm–12:00 am

“HEEPin’ it Social” - Sunday Night at Broadway at the Beach

A relaxing evening of venue hopping, mingling, and making connections before the week kicks off. Broadway at the Beach is a shopping center and entertainment complex located in the heart of Myrtle Beach. It features over 20 restaurants and over 100 specialty shops as well as local attractions. Spend the day exploring, there is something here for everyone.

Shuttles available to take you to Broadway at the Beach will run continuously starting at 5:45 pm with the last shuttle departing from Broadway to return to the hotel at 12:00 am.

MONDAY, OCT 6, 2025

9:30 am–4:30 pm

“Seas the Day” – Boardwalk & Beach Vibes

Departure: 9:30 am from the Sheraton Hotel Lobby and return at 4:30 pm (shuttle for Welcome Reception departs for Rip Tydz at 5:30 pm)

What to expect

The oceanfront Myrtle Beach Boardwalk and Promenade, which runs a little over a mile long, has brightened the beachfront of Myrtle Beach since 2011, making it an even more popular place to be. It offers a variety of attractions, shops, restaurants, and entertainment, making it a perfect one-stop-shop location to commence your 2025 IHEEP Conference visit to South Carolina. While cruising the Boardwalk please feel free to pivot and explore any other places that catch your eye the beach, the fishing pier, or any other shops and attractions. There are no rules this is YOUR adventure!

MONDAY, OCT 6, 2025

10:00 am

SkyWheel Ride

Located at the Boardwalk and just a short distance from the beach, SkyWheel is a must-do attraction with the iconic 200 foot observation wheel. A ride on SkyWheel is an unforgettable, unique experience for children and adults of all ages.

10:30 am

Myrtle Beach Boardwalk Stroll & Souvenir Shopping

Notable stops:

Gay Dolphin Gift Cove:

Myrtle Beach's oldest, largest, and most unique gift shop, the Gay Dolphin has been an anchor of the Myrtle Beach community since the 1940s. With its wide selection of seashells, apparel, home decor, collectibles, jewelry, sharks teeth, and seven photo opportunities ranging from a life-size Yeti and Elvis to Egyptian guardians and pirates, the Gay Dolphin is more than a gift shop – it is a shopping experience!

I LOVE SUGAR:

The world's most incrEDIBLE candy experience! Step into a dream-like candy wonderland where art, design, and sweets blend together to create something magical. Founded in 2012, it's revolutionized the candy store industry with state-of-the-art design and an iconic brand loved by candy enthusiasts worldwide. Also, introducing the world's first Candy Martini Bar – an unforgettable cocktail experience that blends premium spirits with your favorite candies. Located inside I LOVE SUGAR, this one-of-a-kind bar takes candy-inspired cocktails to the next level.

Old Tyme Portraits:

Make a quick stop before heading out and capture this day in a memorable photo. Old Tyme Portraits specializes in souvenir photos for family and friends. Journey into the past!

Also available: Arcade games, Ice Cream Shops, Coffee Shops

Make sure to bring your camera – there are plenty of selfie stops along the way!

12:30 pm

Lunch at Pier 14 Seafood Restaurant, Gift Shop and Fishing Pier

Being uniquely different from most Myrtle Beach area restaurants, Pier 14 promises food enthusiasts a truly enjoyable dining experience. Located over the ocean, the view is better than any you will find. The menu features a variety of seafood dishes and land-based options. It also boasts a full bar and a gift shop offering local souvenirs. Adjacent to the dining area, the fishing pier allows guests to fish or enjoy a leisurely stroll along the water's edge, enhancing the coastal experience.

MONDAY, OCT 6, 2025

2:00 pm

Browse the Boardwalk

The Bowery:

The 8th Wonder of the World-landmark entertaining millions from all over the globe since 1944 with its genuine southern hospitality. The original home of "Country Supergroup" Alabama, this venue helped launch one of the biggest acts in country music history.

Grand Strand Brewing Company:

With several seating options, including an outdoor patio with lawn games, live music and a large plaza, GSB offers a warm and welcoming atmosphere, with a laid-back vibe that makes it a perfect spot to unwind. Here you will find many beverage options to choose from within their line of refreshing brews, uniquely handcrafted cocktails, or selection of fine bourbons.

4:30 pm

Return to the hotel

6:00 pm–9:00 pm

"Highways and High Tydz" - Welcome reception at RipTydz

End your evening with the IHEEP Welcome reception – "Highways and High Tydz". Celebrate the first night of the conference with an unforgettable evening at Myrtle Beach's largest oceanfront rooftop bar! Enjoy stunning views, a man-made beach, and laid-back vibes as you mix and mingle. There will be plenty of food, an open bar, and live music from Julio and the Saltines to keep the energy going all night.

Challenge your colleagues to a game of giant jenga or corn hole, or just relax and soak in the coastal atmosphere.

TUESDAY, OCT 7, 2025

9:15 am–4:30 pm

"Wild about the Coast" - Nature & Wildlife Day

Departure: 9:15 am from the Sheraton Hotel Lobby and return at 4:30 pm

10:00 am

Brookgreen Gardens (Botanical Gardens and Lowcountry Zoo)

One of America's premier gardens and one of a few select places in the United States to have earned accreditation from the American Alliance of Museums and the Association of Zoos and Aquariums as well as being designated a National Historic Landmark and listed on the National Register of Historic Places. Every day, Brookgreen offers a selection of tours, programs, and exhibits for all ages. You may stroll through the gardens on a guided tour or explore these beautiful spaces on your own. Each season, new exhibitions and special events make Brookgreen Gardens...Ever Changing. Simply Amazing.

TUESDAY, OCT 7, 2025

1:00 pm

Lunch at Drunken Jack's (and explore the Murrell's Inlet Marsh Walk)

Welcome to Drunken Jack's, the home to the freshest seafood in Murrells Inlet, the seafood capital of South Carolina, where we have made our home since 1979! A lot has changed over the years but the one thing that has remained constant is our commitment to serving the best seafood on the Marshwalk.

2:30 pm

Dolphin Watch Tour (w/ Crazy Sister Fishing & Cruises)

Our crew offers an unforgettable experience that is perfect for all ages. This family-friendly cruise takes you through the inlet to the ocean. While cruising, our mates will teach you about the local sea life that call the area home using their live onboard touch tank. Once in the ocean, we will search for dolphins as we travel along the coast. As we return to dock, sit back, relax and enjoy the spectacular scenery!

To maximize your comfort, our vessel has an air-conditioned cabin, a snack bar, and two bathrooms on board.

This excursion is family friendly and safe for all ages, including infants and expecting mothers. Strollers are permitted on board as space allows.

4:30 pm

Return to the hotel

5:00 pm–7:00 pm

"A Taste of South Carolina" - Vendor Reception at the Sheraton Hotel

Soak in the flavor and flair of the Palmetto State at "A Taste of South Carolina" – an evening of regional cuisine, southern charm, and vendor networking. Enjoy a menu inspired by local favorites like shrimp & grits, barbecue, and sweet tea, all served with a side of genuine hospitality.

The soundtrack for the night features a curated playlist of beach music, Carolina classics, and South Carolina – themed songs, setting the perfect mood for mingling and relaxing. Don't miss the chance to catch shag dancers in action, celebrating South Carolina's iconic state dance – and maybe even pick up a step or two yourself!

7:00 pm

Nighttime Illumination Demonstration

See innovation shine – literally. Join us after dark for a dynamic Nighttime Illumination Demonstration presented by Pegapod and Freefly. This special showcase highlights cutting-edge lighting and visibility drone technologies designed to enhance safety, performance, and precision in the field.

From advanced work zone lighting to high-tech aerial visibility solutions, this live demo offers a firsthand look at how illumination transforms night operations. Don't miss this chance to see these powerful technologies in action under real-world conditions.

WEDNESDAY, OCT 8, 2025

8:30 am

"Sip, Swing and Shop" - Broadway & Local Flavors Day

Depart from the Sheraton Hotel Lobby and return at 4:30 pm (shuttle for Dinner & Awards departs for Pirates Voyage at 6:15 pm)

9:00 am

Broadway at the Beach

Popstroke:

This is not your typical putt-putt course, the Popstroke Company backed by Tiger Woods and TaylorMade, ensure a great experience for golf enthusiasts and novices alike. Embark on a mini-golf adventure at our oasis-like destination, featuring two meticulously designed 18-hole putting courses. Each course mirrors the challenge and excitement of a traditional golf setup, complete with synthetic fairways, tricky bunkers, and unpredictable rough patches-all played with just a putter in hand. A family friendly destination that also has an ice cream parlor, lively bar, interactive entertainment, outdoor games, and more.

Beach Rider:

Myrtle Beach's most exhilarating attraction! These jet boats feature a flat bottom hull combined with the 410 horsepower Corvette engine and Jet Drive Pump capable of shooting 50 gallons of water a second out of its 6-inch nozzle. This allows the boat to safely perform amazing maneuvers such as the Hamilton 360* spin. Similar to a stone being skipped along the water, this is where the boat spins 360* within its own length while still traveling in one direction.

12:30 pm

Lunch at Broadway (on your own)

Recommendations: Hangout, Paula Deen's Family Kitchen, Joe's Crab Shack, Hard Rock Café, American Tap House, Wahlburgers, Jimmy Buffet's Margaritaville, Melt, Southern Grill, The Grumpy Monk

***Most restaurants in Broadway at the beach are offering a discount when you show your IHEEP nametag!**

2:00 pm

Wine Tasting Tour:

Boardwalk Winery:

Come get your "Vacation in a Bottle"!

Beach Winery:

Come and enjoy "Sunshine in a Bottle"!

Carolina Vineyards Winery:

Where you can "Taste the Flavors of the South"!

***Shop around at plenty of stores and boutiques as you walk to and from each winery!**

WEDNESDAY, OCT 8, 2025

4:30 pm

Return to the hotel

6:00 pm–10:00 pm

Awards Banquet

Set Sail for a thrilling night of fun and recognition at Pirates Voyage! Begin with our awards ceremony recognizing the ESP Scholarship Winners, the Kenneth G. Close Award Winners, and an exclusive presentation about what to expect at IHEEP 2026 in Texas. Then, enjoy a delicious dinner while enjoying a thrilling pirate-themed show. A swashbuckling adventure featuring a pirate battle, mermaids, tropical birds, and a four-course feast. Witness a high-energy show with sword fighting, acrobatics, and live animal tricks, including appearances by Salty the Sea Lion and other animal friends.

Shuttles will begin loading at 6:00 pm and depart promptly at 6:45 pm to ensure everyone arrives on time for the festivities. Prepare for an exciting night of celebration and entertainment!

THURSDAY, OCT 9, 2025

8:30 am

Sand and Sea, Wild and Free

Departure: Shuttles offered to the beach starting at 8:30 am

Savor your 2025 IHEEP Conference experience with a schedule-free day on the beach! We have kept you busy all week long with the many adventures, attractions and sightseeing Myrtle Beach has to offer, and we hope you loved your experience. Now it is time to kick off your flip-flops and dip your toes in the sand, spend your last day wild and free on the beach doing anything you please.

Guests are welcome to attend the Eco-tours in the afternoon:

Sail through Murrell's inlet with a naturalist onboard learning about the SC Coast. While on the cruise, participate in a live demonstration that includes local crabs and pulling a sample dredge from the bottom of the creek bed directly into the touch tank for all to observe.

The shelling cruise also includes a "walkabout" as the captain positions the boat on a local beach so you can disembark onto the beach and dune area searching for local treasures and shells.

The Explorer is a United States Coast Guard Certified and Inspected vessel that is 54 in length and has a bathroom.

Eco Tour 1 – Bus departs at 12:15 pm – Tour 1:00 pm – 2:30 pm

Eco Tour 2 – Bus departs at 2:00 pm – Tour 2:45 pm – 3:15 pm

*Guests will need to register to attend the Eco Tour

Are you staying with us a little longer?

Here are some places we would have loved to take you but ran out of time:

- Pawley's Island Hammock Shop Villages
- Atalya Castle
- Myrtle Beach State Park
- Tanger Outlets
- Coastal Grand Mall
- Barefoot Landing
- Ripleys Aquarium

Check with the registration desk or our Guest Program Coordinator during your stay if you'd like any additional information on any of the above.